



COUNTY OF SAN DIEGO NEWS ADVISORY

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1.6 MILLION SAN DIEGANS ARE OVERWEIGHT OR OBESE *County Launches Major Anti-Obesity Campaign*

- WHAT:** County elected and local health officials will launch a major education and environmental change campaign aimed at preventing obesity and promoting healthy eating and active lifestyles.
- Radio and television commercials will begin airing February 28, promoting easier access to locally-grown fresh food, nutritious meals in schools and safe bike paths and walkways. A new website, www.HealthyWorks.org, will give people an opportunity make positive change in their community.
- WHO:** **Supervisor Pam Slater-Price**, District 3, County of San Diego Board of Supervisors and Chairwoman, Healthy Works Leadership Team
Vice Chairman Ron Roberts, District 4, County of San Diego Board of Supervisors
Nick Macchione, Director, County Health and Human Services Agency
Wilma Wooten, M.D., M.P.H., County Public Health Officer
Michelle Zive, M.S., R.D., UCSD Division of Child Development and Community Health
- WHEN:** **MONDAY, FEBRUARY 28, 2011 AT 12:30 P.M.**
- WHERE:** **County Administration Center**
1600 Pacific Highway—North Entrance
- WHY:** Fifty percent of San Diego County children and adults are overweight or obese; that's a whopping 1.6 million people.
- Poor diet, lack of physical activity, and smoking are three behaviors that contribute to the four chronic diseases—heart disease, type 2 diabetes, lung disease and cancer—that are responsible 57 percent of deaths in San Diego County.
- The media campaign is a component of *Healthy Works*, a County health initiative—in collaboration with numerous community, governmental, and educational organizations—focused on environmental and systems changes designed to prevent obesity and promote healthier living.
- Healthy Works* is the local Communities Putting Prevention to Work (CPPW) program, a \$16 million grant funded by the American Recovery and Reinvestment Act of 2009 to address the obesity epidemic, viewed as a nationwide public health emergency.
- This two-year grant, the largest of its kind in the nation, is a unique opportunity for partnerships that lay the groundwork for the County's "Live Well, San Diego! Building Better Health" Initiative, a 10-year vision for healthy communities.
- By focusing on the environment where children, families, individuals, and seniors live, work, play, and learn, *Healthy Works* can make an impact on the toll of chronic diseases that threaten San Diego County residents' health and well being.

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